

1. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:

a first adhesive layer configured for affixing the estrus indicator to the first animal;

an indicator layer; and

a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal;

a second adhesive layer positioned over the floodcoat layer;

and a liner positioned over the second adhesive layer.

2. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:

a first adhesive layer configured for affixing the estrus indicator to the first animal;

an indicator layer; and

a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal, the floodcoat layer being removably affixed to the indicator layer by a peel off configuration.

3. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:

a first adhesive layer configured for affixing the estrus indicator to the first animal;

an indicator layer; and